

**IN THE CLAIMS:**

Please cancel claims 1-4, 6-14 and 16-31, and amend the claims as follows:

1.-4. (Canceled)

5. (Currently Amended) A method for determining a price of a program transmitted by a programming provider to subscribers, comprising:

receiving, via a network connection, a purchase order for a program from a subscriber belonging to a subscriber group defined by two or more subscribers, wherein each subscriber belonging to the subscriber group maintains an independent account with the programming provider whereby the subscriber pays the programming provider in order to receive paid for programming, and wherein each subscriber belonging to the subscriber group may elect to purchase or not purchase the program;

determining a first price for the purchase order if the program has been purchased by a threshold number of subscribers belonging to the subscriber group; and

determining a second price, higher than the first price, if the program has not been purchased by the threshold number of subscribers belonging to the subscriber group. ~~The method of claim 1,~~ wherein the threshold number is all the subscribers of the subscriber group.

6.-14. (Canceled)

15. (Currently Amended) A system for transmitting programs to subscribers, comprising:

a database containing subscriber group;

a programming provider system connected to the database and configured to:

receive, via a network communication, purchase orders for programs from a plurality of subscribers;

determine a first price for each purchase order if more than a threshold number of subscribers purchasing the same program belong to a common subscriber group,

wherein each subscriber belonging to the subscriber group maintains an independent account with the programming provider whereby the subscriber pays the programming provider in order to receive paid for programming, and wherein each subscriber may elect to purchase or not purchase the same program; and

determine a second price, higher than the first price, for each purchase order if less than [[a]] the threshold number of subscribers purchasing the same program belong to [[a]] the common subscriber group, wherein the threshold number is all the subscribers of the subscriber group.

16.-31. (Canceled)